MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BBB1014 – UNDERSTANDING MANAGEMENT

26 OCTOBER 2017
9.00am - 11.00am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with 5 Questions only.

2. Attempt **FOUR** out of FIVE questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Organizational culture encompasses values and behaviours that contribute to the unique social and psychological environment of an organisation.

a) Define an organisational ecosystem and how the general and task environments affect an organisation's ability to thrive.

(10 marks)

b) Explain the strategies that managers use to help organisations adapt to an uncertain or turbulent environment

(15 marks)

(Total: 25 marks)

QUESTION 2

As complexity increases, managing change and innovation becomes increasingly difficult. Despite easy availability of information, the ability to project future outcomes has moved from an environment of manageable risk to rising degrees of uncertainty.

a) Describe the horizontal linkage model and how it contributes to successful product and service innovations.

(10 marks)

b) Define organisational change and explain the forces driving innovation and change in today's organisations.

(15 marks)

(Total: 25 marks)

QUESTION 3

Managerial Communication explores what the communication mangers actually do in business across the planning, organising, leading and controlling functions.

a) Explain why communication is essential for effective management, and describe the model of communication.

(15 marks)

b) Describe how listening, asking questions and nonverbal communication affect communication.

(10 marks)

(Total: 25 marks)

Continued...

QUESTION 4

Decision-making is an essential aspect of modern management. It is a primary function of management. A manager's major job is sound/rational decision-making. Decision-making is the key part of manager's activities. Decisions are important as they determine both managerial and organisational actions.

a) Identify and explain the three decision making models.

(10 marks)

b) Describe the decision making steps in business management.

(15 marks)

(Total: 25 marks)

QUESTION 5

Organization design or architecture of an organization as a metaphor provides the framework through which an organization aims to realize its core qualities as specified in its vision statement.

a) Organisation design is shaped by management and environment. Illustrate why the design might be traditional or contemporary.

(10 marks)

b) Describe six key elements in organisational design.

(15 marks)

(Total: 25 marks)

End of Paper